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EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Zero Waste Scotland
Country/Region: Scotland
Name of nominated project developer: New Cumnock Primary School
Name of nominated action: Waste free lunch promotion
Place: New Cumnock Primary School
Town: New Cumnock
Region: East Ayrshire
Country: Scotland
Website: N/A
Nominee **category**: Educational establishment
Dates of action: 22/11/2011 – 24/11/2011

2. Please select the **theme(s)** highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the action

A group of P1-P7 pupils at New Cumnock Primary School meet weekly to complete a waste management project in conjunction with their partner school in Bangladesh. As part of the group they have been researching waste management processes within East Ayrshire, including completing trips to a recycling centre and a landfill site. As part of this project, and for European Week for Waste Reduction, they focused on reducing the amount of waste produced from packed lunches. Prior to the week, they weighed the rubbish produced following lunchtime to get a baseline weight. The group then produced posters and leaflets, and spoke to all classes to promote the reduction of packaging and food waste from packed lunches. The rubbish produced during EWWR was then weighed to measure any reduction. The promotional materials will continue to be displayed within the school and the findings of the activity are to be sent to their partner school in Bangladesh. It is hoped that as a result of this, the partner school in Bangladesh will do a similar project so that results can be compared.



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5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants

The target audience for this action was school children at New Cumnock Primary School, as well as at their partner school in Bangladesh. The children involved were motivated as they were promoting the materials themselves and using these to educate their peers on waste reduction. As the weight of the rubbish was reduced during the promotion, children were also motivated by this. It is hoped that the children at the partner school in Bangladesh will also be motivated by the exemplar set.

The group consisted directly of 16 children who developed and distributing promotional material, while there were 200 pupils in the school who took part in the campaign.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

- 1) Visibility and communicational aspects - Communications surrounding this project were developed by the children involved. Although these communications took place mostly within the school, they were also passed onto the partner school in Bangladesh. This unique partnership provides the action with a great promotional hook.
- 2) Good practice, originality and exemplarity - The action allows pupils to take leadership of the action, which is a great example of how EWWR can make an impact. The partnership with Bangladesh offers an original slant on looking at food waste.
- 3) Quality of content and focus on waste prevention - The action is well thought out, and offers a clear methodological approach which will produce tangible results. Food waste is a key and important area of waste prevention to focus on, and one which can benefit greatly from making people more aware of how much they waste. Similarly, the action will highlight the excess of packaging being used.
- 4) European reproductibility - This action would be easy to reproduce in any school. Linking 2 schools together, either within or outwith Europe, is a great way to share knowledge and learn from other cultures, a theme which is at the centre of EWWR.
- 5) Follow up in the long-term and lasting impact - The materials will continue to be displayed in the school. It is hoped that pupils will pass on their new knowledge to family members and friends. As the pupils have taken ownership of the action, it is hoped that they will display a long term commitment to the issues they have learned about, both in school and out. The tangible results achieved from this action will form a solid basis to build on in the future.



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